

# The **FIRST** and **ONLY** cat food that help control hairballs

Now available in ADULT, LIGHT and SENIOR FORMULAS

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**NEW!**  
SENIOR FORMULA



**NEW!**  
LIGHT FORMULA



Natural Vegetable Fiber

## Hairball Control<sup>™</sup> Formula

**SENIOR**

Advanced Nutrition For Cats

What vets feed their pets.<sup>™</sup>



## Hairball Control<sup>™</sup> Formula

Advanced Nutrition For Cats

What vets feed their pets.<sup>™</sup>

FOOD • NET WT 17.5 lb (7.94 kg)

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## Science Diet Hairball Control™ Formula Adult Makes History!

- First and only food to help control hairballs in adult cats (Age 1-6)
- A study indicated that 88%\* of cat owners polled said the unique adult formula met or exceeded their expectations
- Formulated with natural vegetable fiber to help reduce the threat of hairballs
- Great taste and superior nutrition as with other Science Diet® formulas
- Availability: 3.5 lb. bag (7156) 8.5 lb. bag (7271)  
17.5 lb. bag (7157)



**NEW!**

## New Science Diet Hairball Control™ Formula Light

- First and only food to help control hairballs in overweight and weight-prone adult cats over 1 year
- Low in fat and calories
- Increased fiber to help control hairballs before they form
- Availability: 3.5 lb. bag (7531) 8.5 lb. bag (7532)



**NEW!**

## New Science Diet Hairball Control™ Formula Senior

- First and only food to help control hairballs in mature cats age 7 and older
- Increased fiber helps move hair safely and naturally through digestive tract
- Formulated with controlled fat, calories and phosphorus
- Golden brown, uniquely shaped kibble helps keep it in the bowl, and has the great taste of Science Diet
- Availability: 3.5 lb. bag (7533) 8.5 lb. bag (7534)



### The immediate success of Science Diet Hairball Control™

Formula Adult is a good indication of the need for a complete hairball control pet food. Currently, almost 12,000 clinics just like yours sell Science Diet Hairball Control Formula Adult to thousands of their feline patients who eat it every day. With demand like this, it's no wonder sales of this product exceeded initial sales projections by an amazing 30%! When you recommend Science Diet Hairball Control Formulas to your patients, you see the results as quickly as they do.

\*Habits & Practices Study, 1998 (NFO)

It's been estimated that close to one half of the nearly 70 million cats in the United States are considered overweight. The health threat extra pounds carry is a serious health concern and should not be overlooked. But now you can provide weight-prone felines with a food that's formulated to maintain cat's proper weight and at the same time, effectively control messy hairballs.

With Hairball Control Formula Light, you can recommend a winning control combination to help maintain a healthy weight and fight hairballs in your weight-prone patients.

It's been estimated there are approximately 25 million household cats age 7 and older in the United States. These cats may spend more than one-third of their lives in the senior lifestage. There's a good chance many of these older cats are suffering from painful and uncomfortable hairballs.

Your older feline patients are ready for a nutritionally-balanced mature food. And now you can give it to them, along with the right daily feeding formula to help control hairballs. New Science Diet Hairball Control Formula Senior is the solution cat owners have been asking for. Now you have the solution to

## FEATURES

Easy-to-eat triangular-shaped kibble eliminates mess and keeps kibble from "rolling" out of bowls

Golden brown kibble and flavor have the great taste of Science Diet® plus a unique look



## SPECIAL OFFER!

Order Science Diet Hairball Control™ Formula Adult, Light or Senior before 12/31/99 and receive a 10% discount!\*

Call 1-800-354-4557 to place your order today.

\*Offer available to U.S. clinics only. Applies to Hairball Control products only and is valid on shipments between 10/25/99 and 12/31/99. Not valid in conjunction with any other offers or discounts.

# Build New Opportunities While You Help Control Hairballs



Hill's now has a complete line of solutions to help control one of the most common health concerns of cat owners – hairballs.

The Science Diet Hairball Control™ line can help improve lives of cats, throughout their different adult lifestyles, and help you improve your bottom line through additional product food sales.

Today, Hill's opens the door of opportunity and profits again with new Science Diet Hairball Control™ Formula Light and new Science Diet Hairball Control™ Formula Senior cat foods. This is the most complete hairball control line with great opportunity for customer satisfaction and a revenue-generating potential.

## Hill's® Science Diet Hairball Control™ Sets Benchmark

Hill's Science Diet Hairball Control Formula Adult changed the way veterinary professionals and pet owners dealt with hairballs. Since its introduction in early 1999, Hairball Control Formula Adult has delivered comfort, satisfaction, and results to adult cats and their owners.

Today the Hill's tradition of innovation and research-based nutrition continues with the industry's first and only complete line of hairball control formulas for most feline lifestyles. These innovative products help improve the lives of close to 50 million senior and weight-prone cats that suffer from hairballs.

## Help Make Your Patients' Lives Easier with the First & Only Hairball Control Line of Cat Foods

- Science Diet Hairball Control™ Formula Adult
- New Science Diet Hairball Control™ Formula Light
- New Science Diet Hairball Control™ Formula Senior



(Age 1-6)

delicious, uniquely shaped kibble with natural vegetable fibers that work with a cat's

**Product Characteristics**

Fiber - high  
 Protein - low  
 Calcium - low  
 Phosphorus - low

**Average Nutrient Contents**

Nutrient	Nutrient Calculated %	Dry Matter %	Caloric Basis g/100
Protein	31.4	34.3	9.0
Fat	15.3	16.7	4.4
Carbohydrate (NFE)	31.9	34.9	9.1
Fiber	7.3	8.0	2.1
Calcium	0.85	0.93	0.24
Phosphorus	0.65	0.71	0.19
Sodium	0.27	0.30	0.08
Potassium	0.73	0.80	0.21
Magnesium	0.06	0.07	0.02
Taurine	0.11	0.12	31 mg

**Hairball Control™ Formula Light**

For healthy adult cats who tend to gain weight easily, P&G's Science Diet Hairball Control Formula Light provides the unsurpassed nutrition a cat needs to be its healthiest. It is nutritionally complete for

**Product Characteristics**

Fat - low  
 Energy - low  
 Fiber - high

**Average Nutrient Contents**

Nutrient	Nutrient Calculated %	Dry Matter %	Caloric Basis g/100
Protein	36.3	39.9	11.2
Fat	8.4	9.2	2.6
Carbohydrate (NFE)	34.0	37.4	10.5
Fiber	7.5	8.2	2.3
Calcium	0.71	0.78	0.22
Phosphorus	0.69	0.76	0.21
Sodium	0.31	0.34	0.1
Potassium	0.59	0.65	0.18
Magnesium	0.06	0.06	0.02
Taurine	0.17	0.19	52 mg

**Hairball Control™ Formula Senior**

By the time they are over 6 years old, adult cats usually require less calories than younger cats. Hairball Control Formula Senior provides the unsurpassed nutrition older cats need to stay healthy and active.

**Product Characteristics**

Fiber - high  
 Protein - low  
 Calcium - low  
 Phosphorus - low

**Average Nutrient Contents**

Nutrient	Nutrient Calculated %	Dry Matter %	Caloric Basis g/100
Protein	31.3	34.0	8.4
Fat	19.0	20.7	5.1
Carbohydrate (NFE)	28.8	31.3	7.7
Fiber	7.6	8.3	2.0
Calcium	0.74	0.80	0.20
Phosphorus	0.67	0.73	0.18
Sodium	0.32	0.35	0.09
Potassium	0.79	0.86	0.21
Magnesium	0.06	0.06	0.02
Taurine	0.13	0.14	34 mg

combines the ability to help control hairballs with the unsurpassed nutrition a cat needs to be its healthiest. This product has a system to help manage hairballs.

### Metabolizable Energy\* (Caloric Content)

1498 kcal/kg (305 kcal/cup\*\*) (calculated)

\*Measurement of the useable energy in a food, which differs substantially from gross caloric content

\*An eight fluid oz. measuring cup of Science Diet Hairball Control™ Formula Adult contains 3.1 oz. by weight

### Ingredients

Chicken by-product meal (including white meat, dark meat, liver and other internal organs), brewers rice, corn gluten meal, corn meal, powdered cellulose, animal fat (preserved with BHA, propyl gallate and citric acid), chicken liver digest, vegetable oil, DL-methionine, taurine, preserved with BHT and BHA, minerals (calcium sulfate, potassium chloride, iodized salt, calcium carbonate, ferrous sulfate, zinc oxide, copper sulfate, manganous oxide, calcium iodate, sodium selenite), vitamins (choline chloride, vitamin A supplement, vitamin D<sub>3</sub> supplement, niacin, vitamin E supplement, thiamine, calcium pantothenate, riboflavin, pyridoxine hydrochloride, folic acid, biotin, vitamin B<sub>12</sub> supplement).

### Daily Feeding Guide

Body Weight (lb.)	Dry/Cups
2	1/4
3	3/8
4	3/8
5	1/2
10	7/8
15	1 1/8

Feeding transitions should be made over a period of seven to ten days.

### Packaging:

Bags - 3.5 lb. (7156), 8.5 lb. (7271),  
17.5 lb. (7157)

Formula Light is a daily food that combines the ability to help control hairballs (with natural vegetable fibers) with the low calorie formula and should not be supplemented.

### Metabolizable Energy\* (Caloric Content)

248 kcal/kg (283 kcal/cup\*\*) (calculated)

\*Measurement of the useable energy in a food, which differs substantially from gross caloric content

\*An eight fluid oz. measuring cup of Science Diet Hairball Control™ Formula Light contains 3.1 oz. by weight

### Ingredients

Chicken by-product meal (including white meat, dark meat, liver and other internal organs), brewers rice, corn gluten meal, powdered cellulose, corn meal, chicken liver digest, water, animal fat (preserved with BHA, propyl gallate and citric acid), vegetable oil, glycerol monostearate, DL-methionine, taurine, preserved with BHT and BHA, minerals (potassium chloride, calcium sulfate, iodized salt, calcium carbonate, ferrous sulfate, zinc oxide, copper sulfate, manganous oxide, calcium iodate, sodium selenite), vitamins (choline chloride, vitamin A supplement, vitamin D<sub>3</sub> supplement, niacin, vitamin E supplement, thiamine, calcium pantothenate, riboflavin, pyridoxine hydrochloride, folic acid, biotin, vitamin B<sub>12</sub> supplement).

### Daily Feeding Guide

Body Weight (lb.)	Dry/Cups
2	1/4
3	1/4
4	3/8
5	1/2
10	3/4
15	1

Feeding transitions should be made over a period of seven to ten days.

### Packaging:

Bags - 3.5 lb. (7531), 8.5 lb. (7532)

Science Diet Hairball Control™ Formula Senior is a daily food that combines the ability to help control hairballs with the low calorie formula and should not be supplemented.

### Metabolizable Energy\* (Caloric Content)

744 kcal/kg (326 kcal/cup\*\*) (calculated)

\*Measurement of the useable energy in a food, which differs substantially from gross caloric content

\*An eight fluid oz. measuring cup of Science Diet Hairball Control™ Formula Senior contains 3.1 oz. by weight

### Ingredients

Chicken by-product meal (including white meat, dark meat, liver and other internal organs), corn gluten meal, brewers rice, corn meal, animal fat (preserved with BHA, propyl gallate and citric acid), powdered cellulose, chicken liver digest, soybean mill run, vegetable oil, DL-methionine, natural flavor, taurine, preserved with BHT and BHA, minerals (potassium chloride, calcium sulfate, iodized salt, potassium citrate, calcium carbonate, ferrous sulfate, zinc oxide, copper sulfate, manganous oxide, calcium iodate, sodium selenite), vitamins (choline chloride, vitamin A supplement, vitamin D<sub>3</sub> supplement, niacin, vitamin E supplement, thiamine, calcium pantothenate, riboflavin, pyridoxine hydrochloride, folic acid, biotin, vitamin B<sub>12</sub> supplement).

### Daily Feeding Guide

Body Weight (lb.)	Dry/Cups
2	1/4
3	1/4
4	3/8
5	3/8
8	5/8
10	3/4
15	1

Feeding transitions should be made over a period of seven to ten days.

### Packaging:

Bags - 3.5 lb. (7533), 8.5 lb. (7534)



THE DIFFERENCE IS NUTRITION

## **INTRODUCING NATURAL CHOICE HAIRBALL MANAGEMENT**

**Helps stop hairballs before they start**

November 1, 1999

**TO: All Nutro Retailers**

**FROM: Kelly Donohue  
Product Manager**

Helping people solve their pets' problems is probably the most rewarding thing about the specialty pet business, in more ways than one because when you carry a product that really works, your customers keep coming back every month to buy more.

Nutro's Natural Choice Hairball Management Formula is that kind of a product offering **Premium Nutrition and Superior Performance**. The result of the very latest research and technology available to manage hairballs, Natural Choice Hairball Management Formula works nutritionally to keep shedding to a minimum. Plus, with Nutro's unique **FiberCLEAN™** system, more of the hair that is swallowed gets eliminated through the digestive system. Natural Choice Hairball Management Formula is also **preferred 9 to 1 in taste tests** over the other leading brand. We're really excited about this product, and know it's going to become your #1 recommendation, #1 seller and #1 profit generator in the cat category.

As your partner, we are committed to making this happen by giving you a unique product to satisfy a large market need. In addition to being unique, Hairball Management is a superior performing product that reduces shedding. Working together we will bring in new customers, develop satisfied loyal customers and increase your bottom line profits.

Don't miss the opportunity to grow your business and put money in your pocket. **Order today and receive up to \$275 of free Trial Size product and the best Hairball Management product on the market.**

**NEW**  
NATURAL CHOICE  
**HAIRBALL**  
MANAGEMENT  
FORMULA



**DONT DELAY  
ORDER TODAY!**  
WHILE SUPPLY LASTS

GET UP TO  
**\$275  
FREE**

**1.36 kg TRIAL-SIZED PRODUCT**

- NEW PRODUCT, NEW MARKET, NEW MONEY MAKER
- INTRODUCING Natural Choice HAIRBALL Management Formula.
- Reduces hairballs: less shedding, unique fiber system.
- **PREFERRED 9 TO 1** in taste tests over the other leading brand.
- Trial size ignites sales, increases volume and profits.
- **RETAIL DEAL GUARANTEES up to \$275 Pure Profit**

**DEAL #1**

**BUY** 1-12/1.36 kg Bale Hairball Management  
1-8/2.72 kg Bale Hairball Management  
3-7.95 kg Bags Hairball Management  
61.93 kg

**GET 2-12/1.36 kg Trial Size Bales FREE**

**DEAL #2**

**BUY** 1-12/1.36 kg Bale Hairball Management  
3-8/2.72 kg Bales Hairball Management  
6-7.95 kg Bags Hairball Management  
129.3 kg

**GET 5-12/1.36 kg Trial Size Bales FREE**

☐ **PLEASE SEND ME:**

\_\_\_ \$4.59 1.36kg Trial Size  
Hairball Mgmt. Bales

\_\_\_ 1.36kg Regular  
Hairball Mgmt. Bales

\_\_\_ 2.72kg Hairball Mgmt. Bales

\_\_\_ 7.95kg Hairball Mgmt. Bags

**TOTAL kgs HAIRBALL MANAGEMENT**

1.36kg TRIAL



1.36kg HAIRBALL MGMT.



2.72kg HAIRBALL MGMT.



7.95kg HAIRBALL MGMT.



STORE \_\_\_\_\_

ORDER DATE \_\_\_\_\_ SHIP DATE \_\_\_\_\_

ADDRESS \_\_\_\_\_

NUTRO REP \_\_\_\_\_

CITY/STATE/POSTAL CODE \_\_\_\_\_

DISTRIBUTOR \_\_\_\_\_

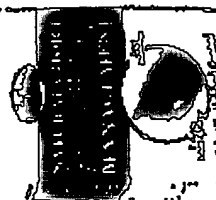
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Authorized Retailer Signature \_\_\_\_\_





They're messy. They're annoying. But they're a natural fact of life with a cat. That's why Nutro has created Natural Choice Hairball Management, a nutritious Natural Choice formula that's scientifically balanced to reduce shedding, minimizing hairballs.



### What causes hairballs?

Because cats spend so much time grooming and cleaning themselves, they tend to swallow quite a bit of hair. Hair is difficult to digest, so it can accumulate in the cat's stomach and become a source of irritation. Ultimately, cats cough it up in the form of a hairball. It's not a particularly pleasant chain of events for your cat, or for you, either.

**Natural Choice Hairball Management stops hairballs before they start.**

Natural Choice Hairball Management is great tasting, premium quality nutrition that offers you a revolutionary approach to hairball control.



promoting healthy skin

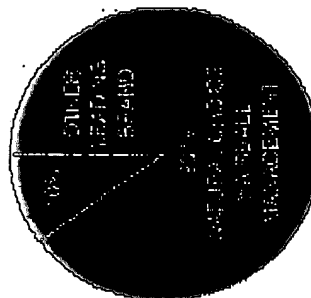
coat, Natural Choice Hairball Management is specifically formulated to minimize shedding, so hairballs are less likely to form. Plus, Nutro's exclusive FiberCLEAN™ blend keeps the digestive tract functioning efficiently. Utilizing a high level of natural oat fiber, the FiberCLEAN™ system enhances gut motility, to help hair that is swallowed pass through.

While it offers an extremely effective defense against hairball problems, Natural Choice Hairball Management also offers excellent overall nutrition for a strong immune system and general good health. We use only the highest quality ingredients for superior performance. What's more, cats prefer Natural Choice Hairball Management over the other hairball brand.

Natural Choice Hairball Management

also offers excellent overall nutrition for a strong immune system and general good health. We use only the highest quality ingredients for superior performance. What's more, cats prefer Natural Choice Hairball Management over the other hairball brand.

**The Taste Cats Prefer 9 to 1**



### SUPERIOR PERFORMANCE

Made from Real Chicken  
No by-products (no heads, no feet, no intestines).

Less Shedding:  
Zinc is a key mineral for achieving healthy skin and coat, and reduced shedding.

Fewer Hairballs:

Oat Fiber is a wholesome and natural grain used as part of the unique FiberCLEAN™ fiber system. It gently and effectively enhances gut motility to keep the digestive system moving smoothly.



Guaranteed Healthy Skin & Coat:  
Poultry Fat and Sunflower Oil are highly digestible and rich in linoleic acid, the Essential Fatty Acid that contributes to healthy skin and coat.

Vitality and long lasting good health

Healthy immune system

Strong muscles

Low Manganese

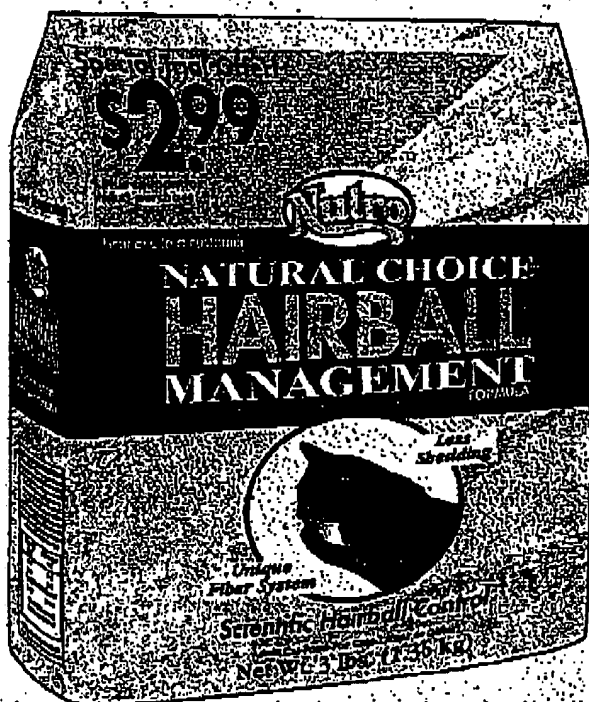


**NEW**

# NATURAL CHOICE HAIRBALL MANAGEMENT

FORMULA

## A NEW REVENUE AND PROFIT SOURCE



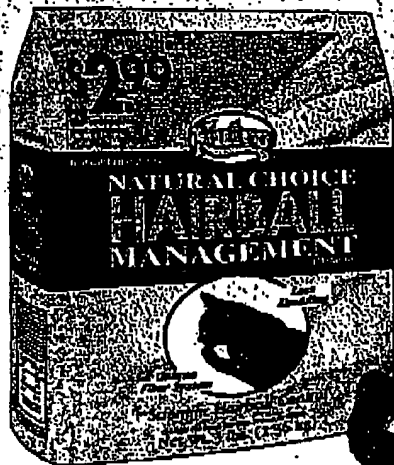
- Over 70 million cats are prone to hairballs
- Huge market opportunity to bring in new customers and grow your revenue
- Natural Choice Hairball Management Formula offers you a superior, differentiated product – Grocery stores cannot compete!
- NUTRO is dedicated to the pet specialty chain, and provides premium nutrition and superior performance in a Hairball Management Formula.
- Hot Offer! FREE Trial Size Bags = PURE PROFIT for you!

*Fewer Hairballs*  
*Less Shedding*  
*Unique Fiber System*

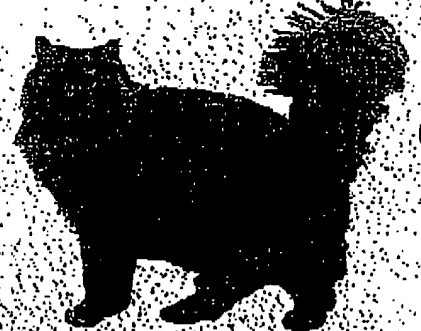


# 9 out of 10 Cats Prefer NUTRO HAIRBALL MANAGEMENT FORMULA

## PREMIUM NUTRITION SUPERIOR PERFORMANCE



- Scientifically balanced to reduce shedding and minimize hairballs.
- The taste cats prefer 9 to 1 over the other leading brand.
- Guarantees healthy skin and coat with less shedding.
- Nutro's exclusive FiberCLEAN™ blend keeps the digestive tract functioning efficiently.
- Strong immune system, good vision & heart function.
- Made from Real Chicken -- No By-Products.
- Low Magnesium.



**\$2.99\***

### TRIAL SIZE BAG

INTRODUCES NATURAL CHOICE  
HAIRBALL MANAGEMENT FORMULA  
TO YOUR CUSTOMERS  
AND IS PURE PROFIT  
FOR YOU.





**\$4.59**  
**TRIAL SIZE**  
**Natural Choice™**

## HAIRBALL MANAGEMENT

- ☐ USE THIS FORM TO REORDER TRIAL SIZE
- ☐ TRIAL SIZE BAGS ARE PREPRICED - \$4.59
- ☐ GAIN NEW CUSTOMERS - INCREASE PROFITS

Send me \_\_\_\_\_ 12/1.36-kg Bales of  
Nutro Hairball Management \$4.59 Trial Size

STORE \_\_\_\_\_ ORDER DATE \_\_\_\_\_ SHIP DATE \_\_\_\_\_

ADDRESS \_\_\_\_\_ NUTRO REP \_\_\_\_\_

CITY/ST/POSTAL ZONE \_\_\_\_\_

DISTRIBUTOR \_\_\_\_\_ PHONE \_\_\_\_\_

\_\_\_\_\_  
Authorized Retail Signature

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